ECOS09
Industry Forum
Air Force Center for Engineering and the Environment
16 September 2008
UNITED STATES
AIR FORCE

Headquarters U.S. Air Force

Integrity - Service - Excellence

Agenda and Administrative Remarks

16 September 2008

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Agenda

Time	Briefing/Description
8:00 AM	Sign In/Registration
9:00 AM	Agenda & Administration/Welcome & Opening
9:15 AM	Overview and ECOS09 Review
10:00 AM	BREAK
10:20 AM	Small Business
11:15 AM	LUNCH
1:00 PM	Contracting Issues
1:45 PM	Marketing Research Synopsis (RFI #1)
2:15 PM	BREAK
2:35 PM	Panel Discussion
3:30 PM	Networking

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Administration

- Please Silence Cell Phones
- Restrooms
- Registration Area
  - ✓ Information & Question/Comment Cards
  - ✓ Messages
  - ✓ Lunch Options
- Q&A
  - ✓ Questions and/or comments accepted
    - Must be written on provided comment cards
    - Responses provided here are not to be treated as official
    - Official responses to be posted to written questions/comments in Q&A Database on the AFCEE ECOS09 Web Page
  - ✓ Open dialogue and discussion is encouraged during the Panel Discussion

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Administration

- **Fed Biz Ops Website**
  - ✓ http://www.fedbizopps.gov/
- **ECOS09 Website**
  - ✓ http://www.afcee.brooks.af.mil/pkv/ecos09/default.asp
  - ✓ **Presentation Materials**
    - **General Information**
    - **ECOS09 Review**
    - **Small Business Office**
    - **Contracting Issues**
    - **Marketing Research (RFI #1)**

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Forum Goals

- Communicate AFCEE's current direction
- Continue with Market Research to refine strategy
- Introduce you to the ECOS09 team
- Provide an opportunity for networking
- Capture & address your questions

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Welcome & Opening Remarks

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AFCEE Overview

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Air Force Center for Engineering and the Environment (AFCEE)

To provide Air Force leaders the comprehensive and diverse expertise needed to support the warfighter by protecting, preserving, restoring, developing, and sustaining the nation's environmental and installation resources.

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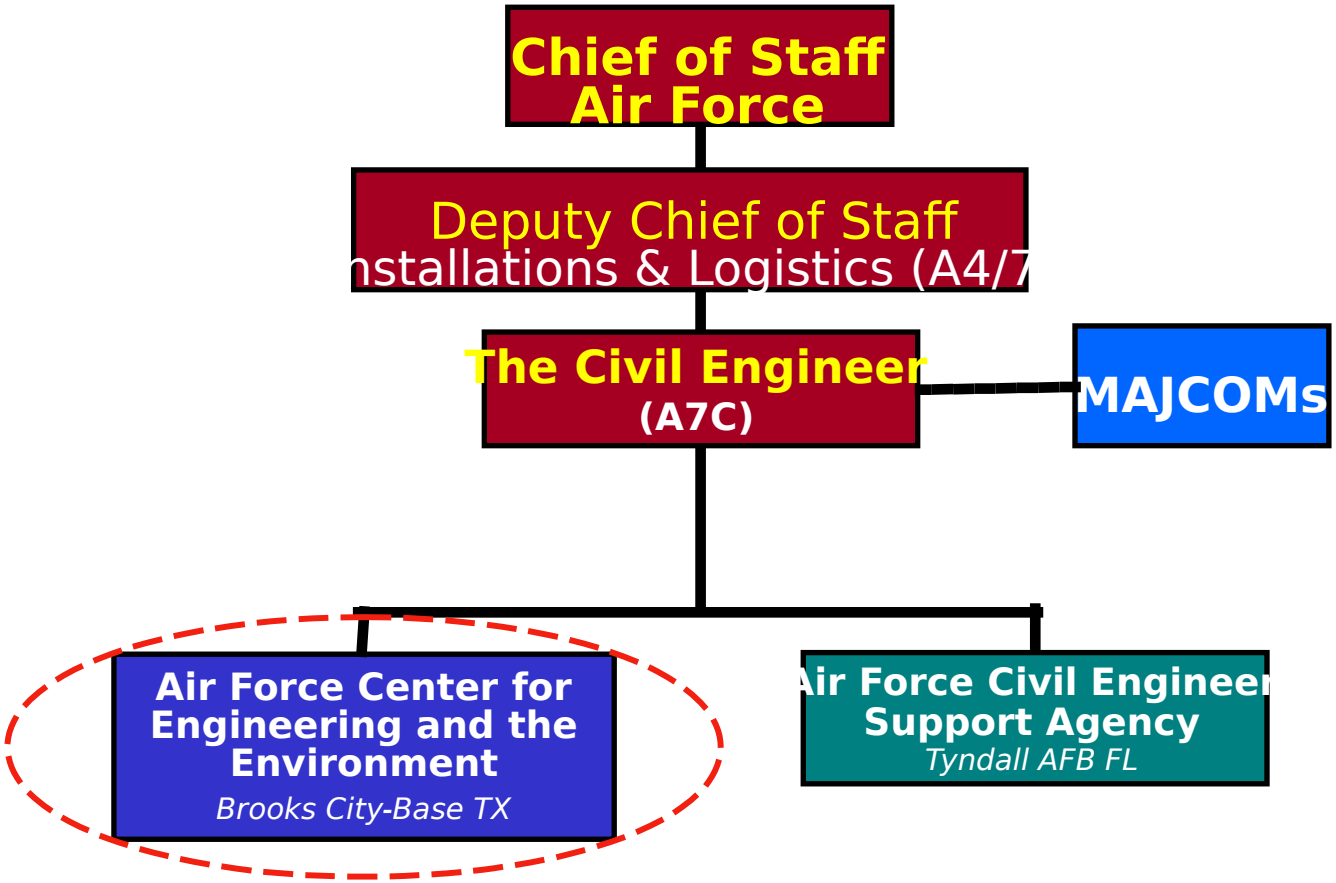
AFCEE Overview
Organization



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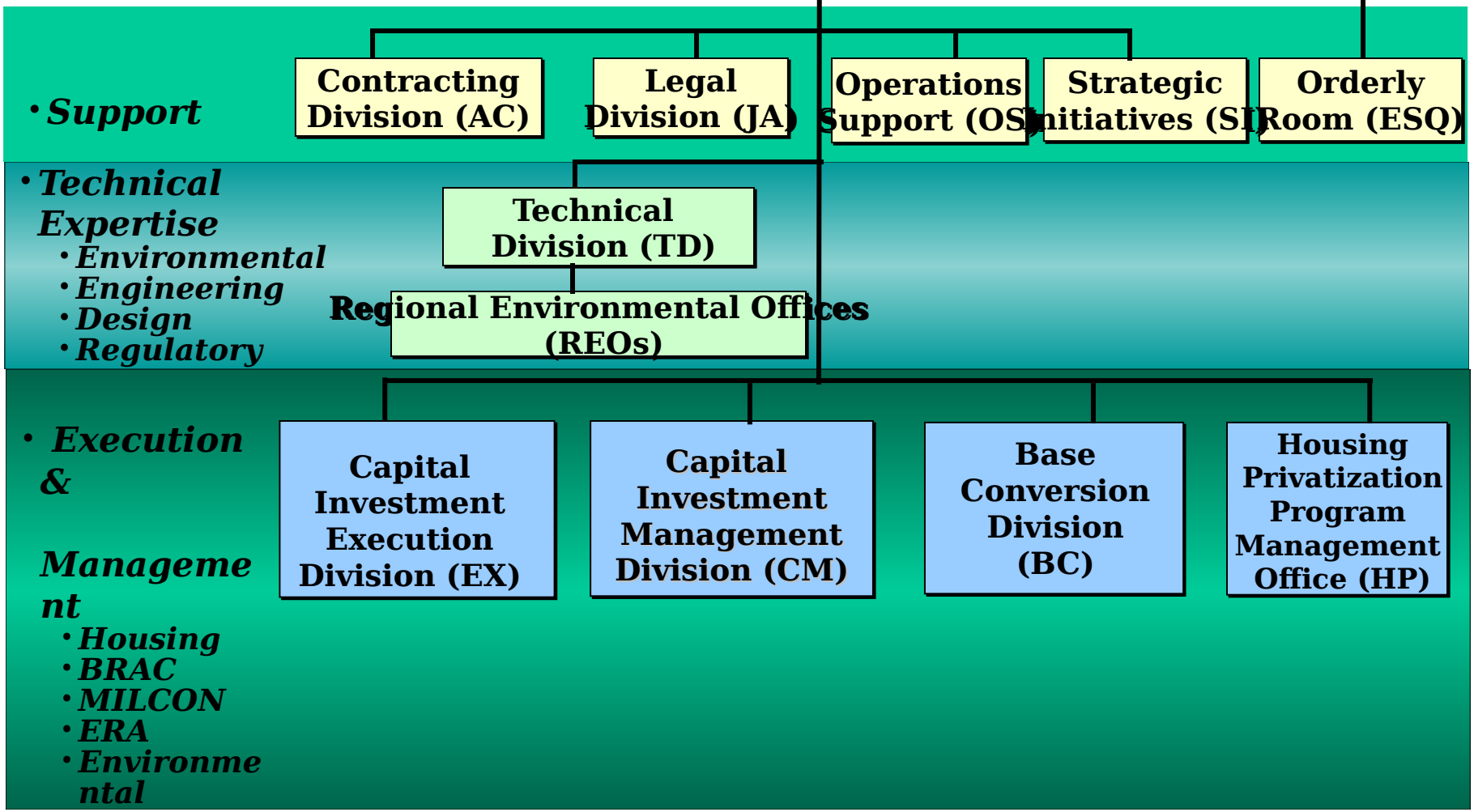
Air Force Center for Engineering and the Environment CC/CD



www.afcee.brooks.af.m

AF Core Competencies

- **Developing Airmen**
- **Technology-to-Warfighting**
- **Integrating Operations**

CE Core Competencies

- **Installation Engineering**
- **Expeditionary Engineering**
- **Environmental Leadership**
- **Housing Excellence**
- **Emergency Services**

AFCEE Core Competencies

- **Engineering & Environmental Technical Expertise**
- **Strategic Product Delivery**
- **Advocacy & Outreach**

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AFCEE Core Competencies

- **Management of AF Capital Investment Programs**
  - ✓ **MILCON/Housing MILCON:**
    - **Design Agent/Construction Agent**
    - **Design Manager/Construction Manager**
  - ✓ **Installation Restoration Program Management**
- **Worldwide Contract/Project Execution and Oversight**
  - ✓ **MILCON, Hsg MILCON, Environmental Restoration and Natural Infrastructure Programs, and BRAC**
- **Technical reach-back expertise**
  - ✓ **Design and Construction**
  - ✓ **MILCON and Housing MILCON**
  - ✓ **Environmental Restoration, Compliance, Pollution Prevention, and Innovative Technologies**
  - ✓ **Environmental outreach/advocacy: Regional Environmental Offices**
- **Housing Portfolio Management**

AFCEE Project Locations
(U.S.)

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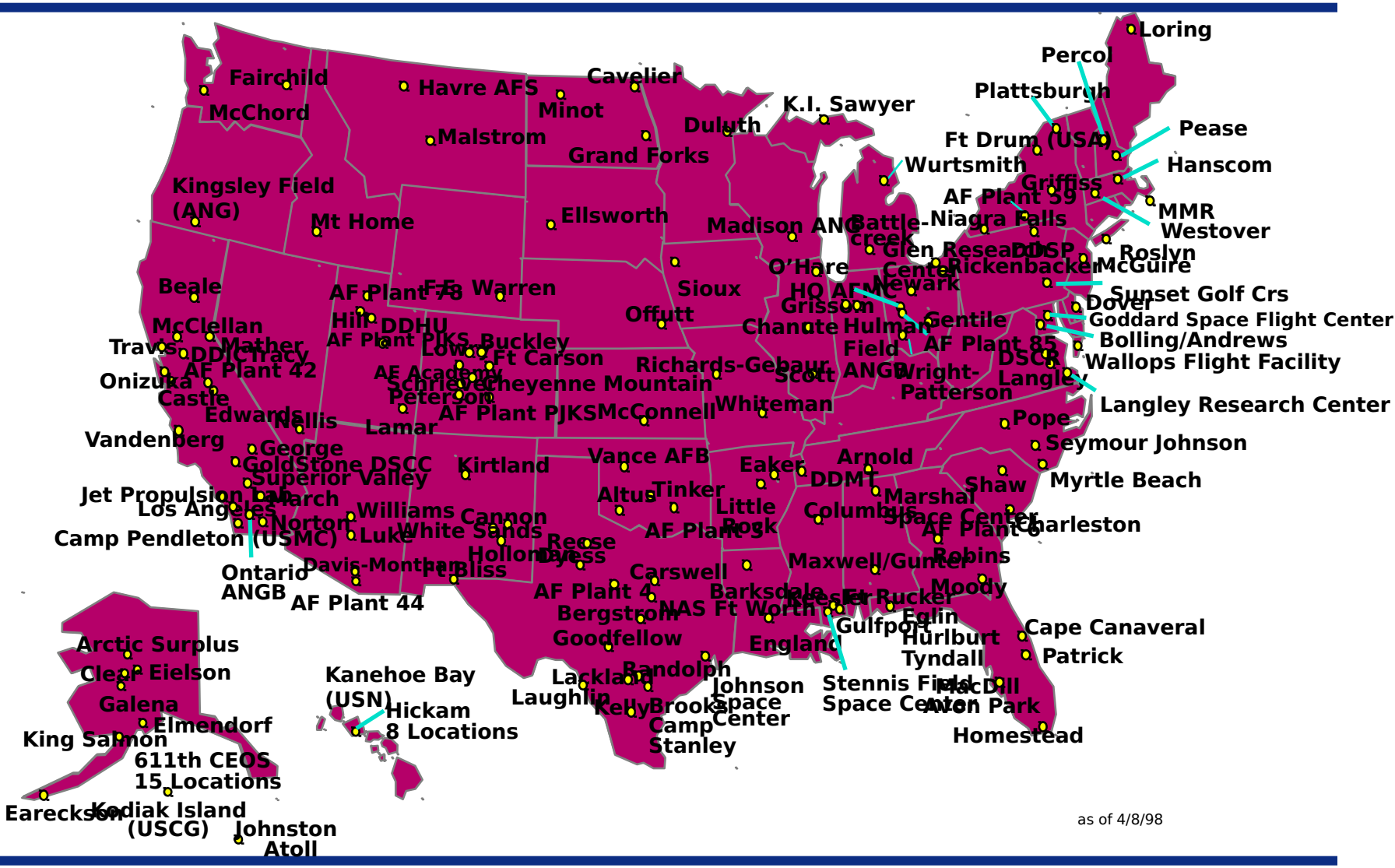

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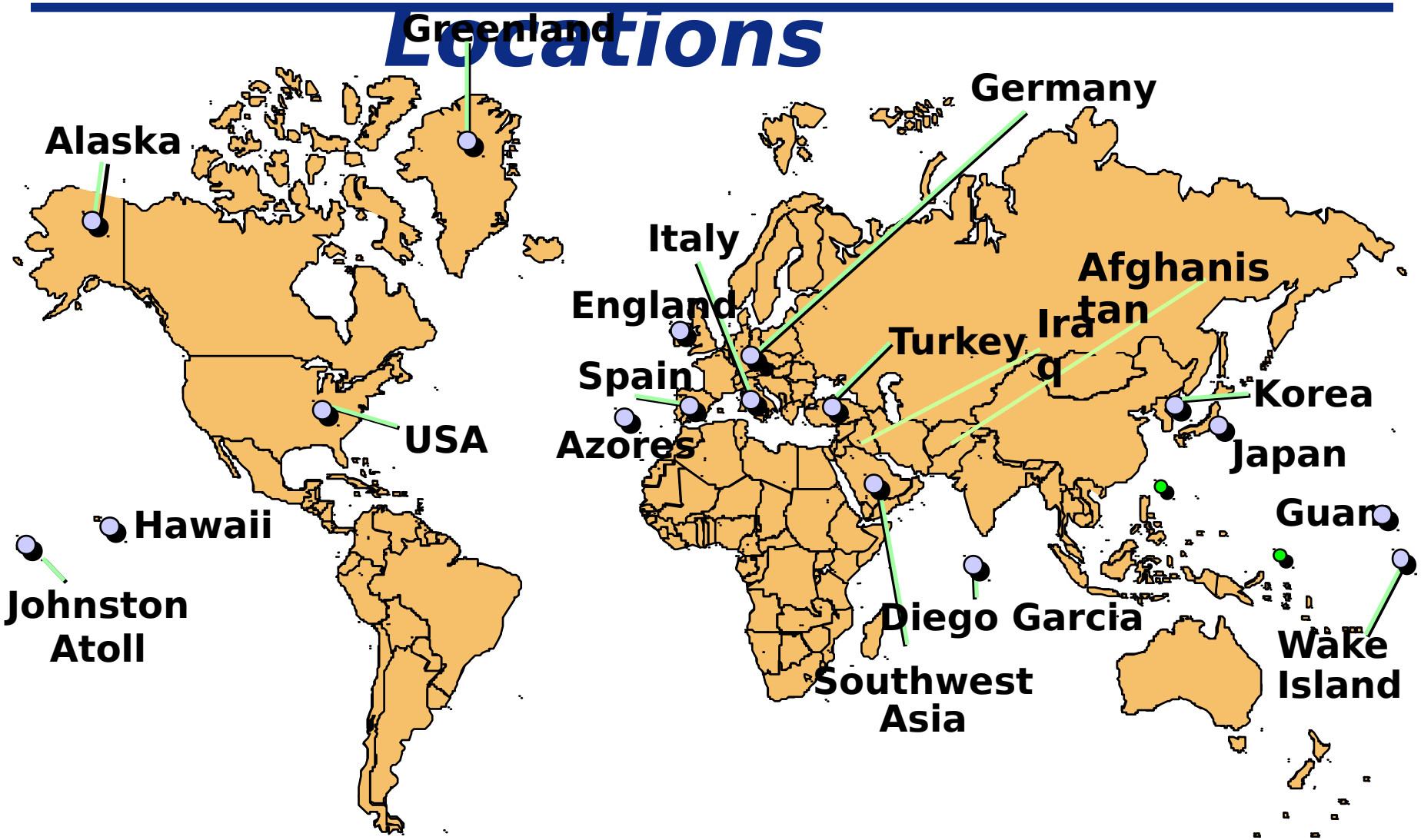
AFCEE Project Locations



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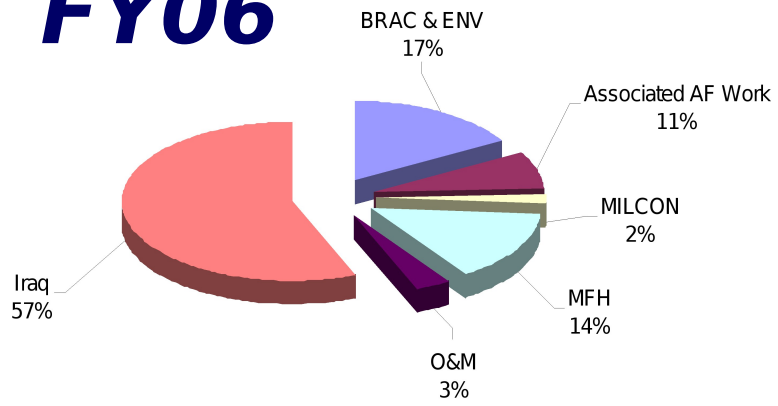
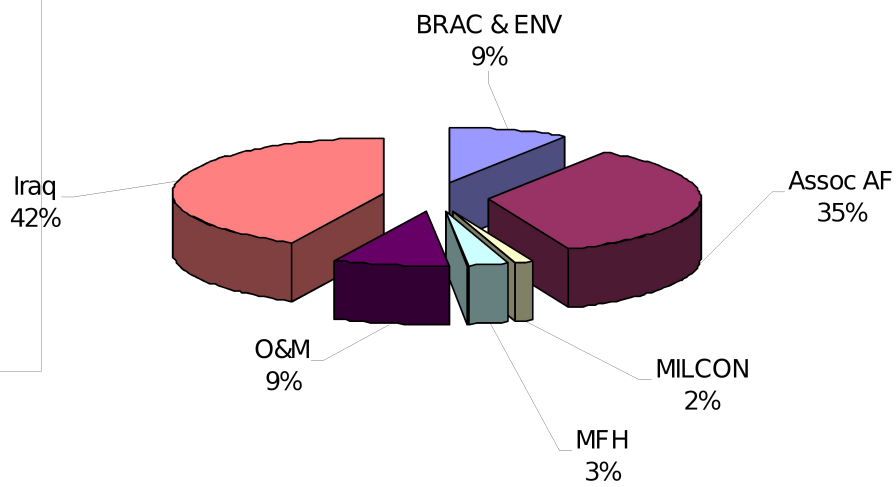
Support to Air Force Mission and People

FY06



OBLIGATED $2.54B
IRAQ $1.43B

FY07



OBLIGATED $2.43B
IRAQ $1.04B

Source: Data provided by MXT 10/01/06 thru 9/30

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ECOS09 Review

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ECOS09 Definition

- The ECOS09 contract offers a full range of environmental, minor construction, operations and services.
- Requirements under this contract will primarily support environmental restoration/remediation and operations/services efforts; but requirements may also include traditional minor construction, demolition, and repair.
- Stand alone design and conceptual work plan/implementation work plan (CWP/IWP) are NOT included in the scope of this contract.
- Requirements shall be carried out as specified under TOs at locations worldwide,

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Where ECOS09 Fits

- **ECOS09 is the follow-on to the ECOS IDIQ contract awarded in 2003**
- **AFCEE's construction contracts:**
  - ✓ **WERC - Heavy environmental slant; traditional construction secondary**
  - ✓ **Heavy Engineering, Repair, and Construction (HERC)**
    - ❖ **Focused on heavy and general construction**
    - ❖ **Focused on large vertical and horizontal construction**
    - ❖ **Hangars, dormitories, fitness centers, aprons, etc.**
  - ✓ **Environmental, Construction and Operations & Services (ECOS)**
    - ❖ **Focused on smaller, less complex environmental and construction, operations and maintenance of environmental systems**
- **4PAE08 – AFCEE's A&E Design Contract**

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Background Existing ECOS

- *The Environmental, Construction and Operations & Services (ECOS) contracts*
  - ✓ *Follow-on to the Environmental Minor Construction and Operations & Services (EMCOS) contracts*
  - ✓ *Consist of six (6) small business set-aside Indefinite Delivery/Indefinite Quantity (IDIQ) contract awards.*
- *Program ceiling is $150M, mod accomplished to increase ceiling to $300M*
- *Contracts awarded 1-Apr-04 under NAICS 562910*
- *Expires 31 Mar 09*

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Why ECOS09 ?

- **Env Ops and Services continues to be an important business line for AFCEE; ECOS is our only contract vehicle to perform in this area**
- **Commitment to Small Business**
- **Sr Leadership acknowledges need to continue to support this type of work and the small businesses that perform it**
- **Environmental/Construction overlap with WERC09**
  - ✓ **WERC09 envisioned for larger Env. and SRM >~$750K**
  - ✓ **ECOS envisioned for smaller Env. and SRM *type* work <~$750K**

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ECOS 2003 Historical Usage

- Environmental Construction – 42%
- Envir. Operations and Maintenance – 10%
- RAO/LTM – 9%
- Minor Construction – 10%
- SRM – 29%

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ECOS09 Follow-on Structure

- **Procure under NAICS 562910 (Environmental Remediation Services)**
  - ✓ **Size standard of 500 employees**
- **Ordering Period – 5 Years**
  - ✓ **2 Additional Years for Performance**
- **Anticipated Ceiling – approx $350M**
  - ✓ **Environmental – approx $155M**
  - ✓ **Construction – approx $100M**
  - ✓ **Services – approx $95M**
  - ✓ **No 250% Clause**
- **Awards**
  - ✓ **Proposed ECOS09 contracts: 5 – 8, all SB**
- **Worldwide with emphasis on CONUS**

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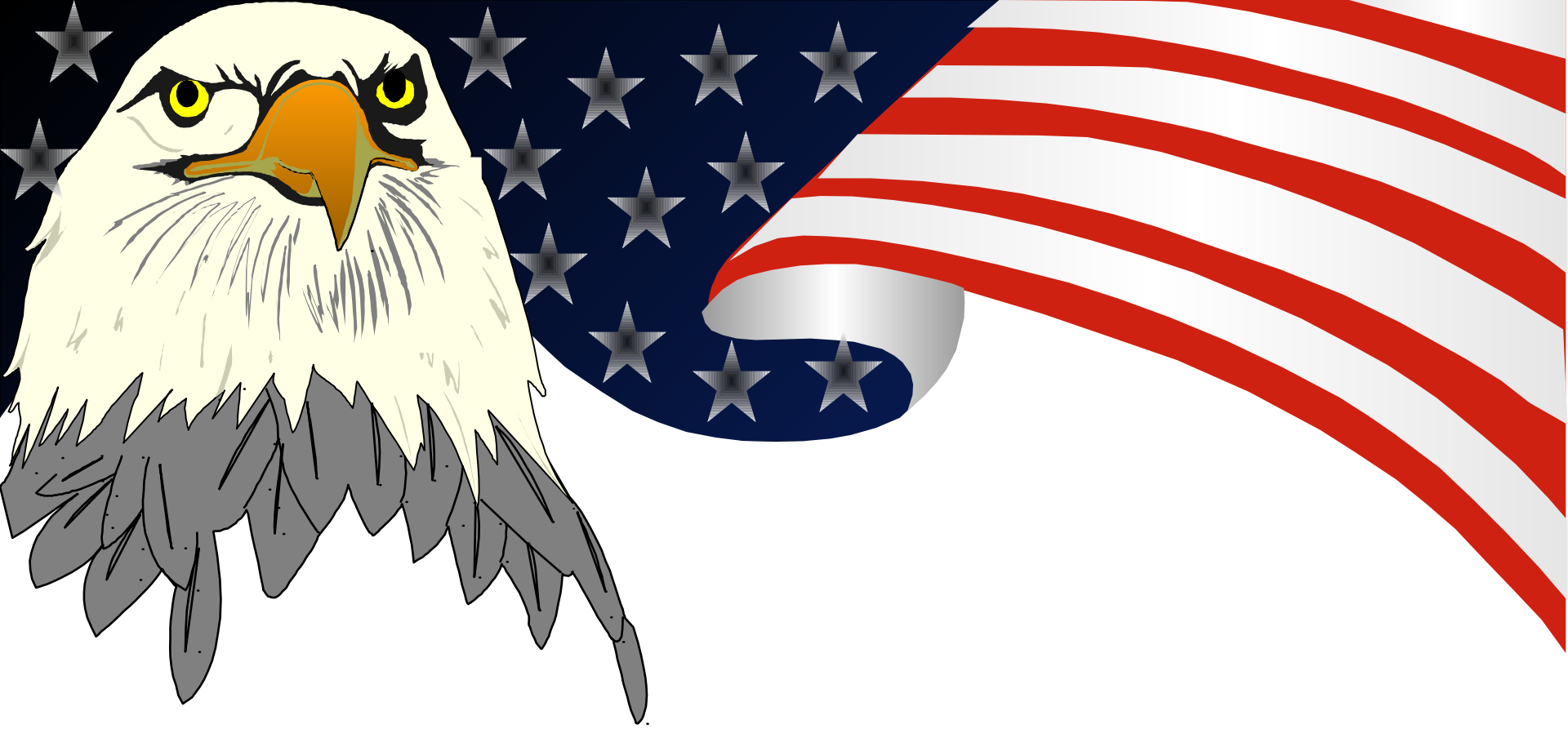
ECOS09 Follow-on Structure

- **Anticipate 5-Year Basic Ordering Period and 2-Year Additional Period to Complete Performance**

- **Contract Types**
  - ✓ **Firm-Fixed Price (FFP)**
  - ✓ **Cost-Plus Fixed-Fee (CPFF)**

- **Acquisition Strategy: Full Trade Off (FTO)**



Please Write Questions On Card To Be Presented At Panel Discussion

(One Question Per Card)

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311th Human Systems Wing
Small Business Office

Small Business Office
Brooks City-Base, Texas
16 September 2008

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Small Business

- Small Business Office
- Who We Are and What We Do
- Our Customers
- Air Force Small Business Center of Excellence
  - ✓ Formerly Air Force Outreach Program Office (AFOPO)
- Why Use Small Businesses
- Teaming, Affiliation, and Limitations on Subcontracting
- Marketing
- AFCEE Statistics
- Websites
- Small Business Counterparts in San Antonio

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Who We Are

- Director's advocate and representative for Small Business and Historically Black Colleges and Universities/Minority Institutions (HBCU/MI) for Brooks City-Base and its tenants
- Part of the Brooks Team, working to accomplish the mission through enhancement of SB and HBCU/MI participation
- Every Air Force base has a small business specialist
  - ✓ www.selltoairforce.org
    - Locator button
    - Map of USA

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What We Do

- Focal point for SAF/SB on environmental matters
- Maximize small business participation
- Advise/assist acquisition personnel
- Participate on source selections as evaluator
- Manage AF Small Business Environmental Database
- Evaluate subcontracting plans
- Counsel and provide support to small businesses
- Liaison with large businesses
- Maintain an outreach program
- Develop and conduct education and training
- Industry Sounding Board

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What We Do As An AFCEE Partner

- Early Involvement in Contracting Issues
- Review Contract “Tool-Box” Utilization
- Contractor-School Trainer
- Industry Sounding Board

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Our Customers

- Brooks City-Base acquisition community
- Local business community
- Small and large businesses nationwide
- HBCU/MIs
- Small Business Administration
- Congressional delegations
- DOD/AF/MAJCOM small business and acquisition leadership

Air Force Small Business Center of Excellence

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- Formerly known as AFOPO
  - ✓Established at Brooks City-Base in May 1998
  - ✓Name change in Aug 2007
- Reports to SAF/SB
- One of a kind organization
- Engages in small business advocacy
  - ✓Agreements and partnerships with businesses, government agencies and academia
  - ✓Resource for MAJCOMS, bases, and Small Businesses

Air Force Small Business Center of Excellence

- Services provided:
  - ✓ Education and training to Air Force acquisition professionals
  - ✓ Extensive training events for small businesses across the nation
  - ✓ Program management of the Manufacturing Technical Assistance Production Program (MTAPP)
  - ✓ Program management of the AF Mentor Protégé Program
  - ✓ Support of the HUBZone program
  - ✓ Air Force small business communications and marketing strategies
  - ✓ Online interactive training through the Small Business Learning Center

Tutorials Currently Available

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- Small Business Utilization
- Acquisition Forms
- HUBZone Program
- DFAS Contractor Payment
- DCAA and the Acquisition Professional
- Indian Incentive Program
- Small Business Primer (Contracting 101)
- Project Management
- Consolidation/Bundling
- Central Contractor Registration
- How to Sell to the Air Force
- How to do Market Research
- How to do Source Approval Requirements Packages
- Shop Math
- Intro to Lean Manufacturing
- Blueprint Reading
- Source Selection

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Why Use Small Businesses

- Because we are required to:
  - ✓ FAR 19.201(a) “It is the policy of the Government to provide maximum practicable opportunities in its acquisitions to small business……”
  - ✓ DoD Directive 42051c “It is DoD policy that a fair proportion of DoD total purchases, contracts, subcontracts and other services….be placed with small business concerns……”

Why Use Small Businesses

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- Possess competencies commonly outsourced by LB's
- Leaders in innovative research and development
- SB's represent more than 99.7% of all employers
- Employ 51% of all private sector employees
- Pay 44.5% of the total US private payroll
- Generate 60% to 80% of net new jobs annually
- Create more than 50% of nonfarm private gross domestic product
- Produce 13 to 14 times more patents per employee than large patenting firms
- Employ 39% of high tech workers

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Why Team?

- Enables firms to complement each other's capabilities
- Enables firms to offer the best combination of performance, cost, and delivery
- Enables SBs to effectively compete for larger scale requirements
- Enables LBs to meet their subcontracting goals

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FAR Discussion Teaming

- FAR 9.603: "The Government will recognize the integrity and validity of contractor team arrangements; provided the arrangements are identified and company relationships are fully disclosed in an offer…"

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Types of Teams

- Prime/Subcontractor
  - ✓ Prime is responsible for contract performance
  - ✓ Privity of contract between Government and Prime
  - ✓ Team identified in proposal
    - Mentors and Protégés not automatically considered a Team
      - DOD and AF Mentor-Protégé Agreement
      - http://www.selltoairforce.org
- Joint Ventures

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FAR Discussion
Joint Ventures

- FAR 19.101 defines a Joint Venture as an association of persons or concerns…concerting to engage in and carry out a single specific business venture for joint profit, for which purpose they combine their efforts, property, money, skill, or knowledge, but not on a continuing or permanent basis

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Joint Ventures

- Contract in Joint Venture's name
- Contract performance responsibility lies with Joint Venture
- Agreement must include sharing profits/losses proportionate to each party's contributions to business operation
- Certain exclusions for joint venture between SBA approved Mentor-Protégé relationships (13 CFR 121.103)

Affiliation

- Affiliation deals with business relationships a SB may have with other firms and how those relationships affect the size status of the SB
  - ✓ Prime-sub relationship that is not at arms length
  - ✓ Formal Joint Venture
  - ✓ Business relationship outside particular contract that may cause affiliation
- Prime-subcontractor relationship is not synonymous with affiliation – i.e. there can be non-affiliated subcontractors

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Affiliation Rules

- Normal Rule: Affiliated business concerns' receipts are added to determine eligibility under size standards

- SBA excludes affiliation from joint ventures/teaming arrangements in certain circumstances
  - ✓ A joint venture/teaming arrangement of two or more business concerns may submit an offer as a small business, without regard to affiliation, and the size standard is applied to the individual concerns rather than to the combined assets of the team/joint venture as long as all are small under the NAICS used **IF…**

Affiliation Rules
Set-Aside other than 8(a)

- The acquisition is bundled at any dollar value

- The acquisition is not bundled and
  - ✓ Contract value (including options) exceeds ½ the applicable revenue-based size standard
  - ✓ Contract value (including options) exceeds $10M for employee-based size standard

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Affiliation Rules 8(a) Set-Aside

- Normal affiliation rules apply to
  - ✓ All sole source 8(a) acquisitions
  - ✓ Competitive 8(a) acquisitions that do not meet the thresholds shown in previous slide

- 8(a) Affiliation Exclusion
  - ✓ A joint venture/teaming arrangement of at least one 8(a) and one or more other business concerns may submit an offer under a competitive 8(a), as an 8(a) concern, without regard to affiliation

IF…

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Affiliation Rules 8(a) Set-Aside cont'd

13 CFR 124.513(c)

- Each concern is small
- At least one 8(a) participant to the joint venture is less that ½ the NAICS size standard
- 8(a) is managing venturer
- Employee of 8(a) managing venturer is project manager of contract
- 51% of joint venture profits go to 8(a) member(s)
- Approved by Small Business Administration (SBA)
- When forming a joint venture or affiliation consult legal counsel

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Affiliation Rules Other Exceptions

- SBA Mentor-Protégé Program (13 CFR 124.520)
  - ✓ Designated to provide technical/management assistance, financial assistance, subcontract support, contract performance assistance through Joint Ventures
  - ✓ Mentor may be large or small
  - ✓ Protégé must be 8(a) in development stage, or never have received 8(a) contract, or less than ½ size standard or primary NAICS code
  - ✓ MP Agreement will not be approved if used as just a mechanism to enable non-8(a) to receive 8(a) contracts

Affiliation Rules Other Exceptions cont'd

- SBA Mentor-Protégé Program (13 CFR 124.520) (continued)
  - ✓ For any procurement
    - 8(a) firm is exempt from affiliation rules when it joint ventures as a protégé with a mentor firm (large or small) under the program
    - SBA must approve Joint Venture agreement
    - 8(a) must be small under NAICS code
    - Must meet limitations on total sole source dollars (monitored by SBA and firm)

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Affiliation Rules Other Exceptions cont'd

- Indian Tribes, Alaskan Regional or Village Corporations (ANC), Native Hawaiian Organizations (NHO)
  - ✓ Business concerns owned by these groups are not considered affiliates of such entities, or with other concerns owned by these entities solely because of their common ownership (13 CFR 121.103)
  - ✓ Many of these business concerns are qualified as 8(a) firms

Two Issues

- Affiliation and Limitation of Subcontracting are separate issues
  - ✓ Affiliation deals with how business relationships can affect the size standing of a SB (13 CFR 121.103)
  - ✓ Limitations on Subcontracting deals with how much work a SB can subcontract (FAR 52.219-14)
- Both issues apply only if a contractor must be small to be eligible for award
- Full and open contracts awards, regardless of size of business, should not have FAR 52.219-14 in the contract

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Limitations on Subcontracting

- Percentages outlined in FAR 52.219-14
  - ✓ Varies for Services, Supplies, General Construction, and Special Trades
  - ✓ If Offeror is exempt from affiliation (i.e. bundled, exceed thresholds, SBA approved JV) and qualifies as a SB, performance of work requirements apply to the cooperative effort of the team or JV
- ECOS09
  - ✓ Construction = The concern will perform at least 15% of the cost of the contract, not including the cost of materials, with its own employees.
  - ✓ Services = At least 50% of the cost of contract performance incurred for personnel shall be expended for employees of the concern.

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Meeting FAR 52.219-14

- 13 CFR 125.6(h)(i) allows the cooperative efforts of joint ventures (formal or informal) in meeting FAR 52.219-14
- AFMC allowed for presumption of informal joint ventures (teams) between the small business prime and its small business 1st tier subcontractors
- Recent SBA ruling states informal joint venture is not presumed and must be evidenced by an agreement between the business concerns explaining the relationship is an informal joint venture and meets the CFR definition of joint venture. (13 CFR 121.103(h))

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Meeting FAR 52.219-14 cont'd

- AFMC/PK Policy Memo 2006-PK-004 signed 19 Oct 06
- Subcontracting limitations requirement may be fulfilled by formal or informal joint ventures meeting the requirements of CFR.
- CO shall request agreement as part of proposal submittal
- At a minimum, agreement shall include
  - ✓ Official names of parties to the joint venture and their respective signatures
  - ✓ Statement as to whether the joint venture is formal or informal
  - ✓ Purpose of the agreement
  - ✓ Effective dates/performance period for the agreement

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Selecting Teaming Partners

- Compatible contractors
- Assess team chemistry
  - ✓ Management styles, corporate cultures, strategic visions
- Assess team member capabilities
  - ✓ Business, financial, other resources
- Assess team member past performance
- Assess legal constraints
  - ✓ OCI issues, debarments/suspensions, qualification requirements
- All must understand terms & conditions of agreement

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Market your capabilities

- Do it yourself
- Capability statements/brochures
- Air Force Small Business Environmental Database
- CCR/Dynamic Small Business Search
- Attend open houses, symposiums, vendor demos
- Become Fed Biz Opps junkie
- Do not overlook subcontracting opportunities
- Know your customer
- Visit small business office
- Market the program managers
- Follow-up
- Do not hesitate to ask questions

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What's New

- FAR 52.232-7 Payments Under Time and Materials and Labor Hour Contracts
  - ✓ Note – ECOS09 is not either one of these type of contracts
- Increase in Small Business Size Standards
  - ✓ SBA increased revenue based standards 18 Aug 08
  - ✓ Adjusted 8.7% for inflation
  - ✓ Incorporated in CCR and DSBS
  - ✓ REGISTRANTS must update ORCA profile themselves
- Not new – but need to remember
  - ✓ GEITA05 Conflict of Interest Clause is applicable to prime and all tier subcontractors

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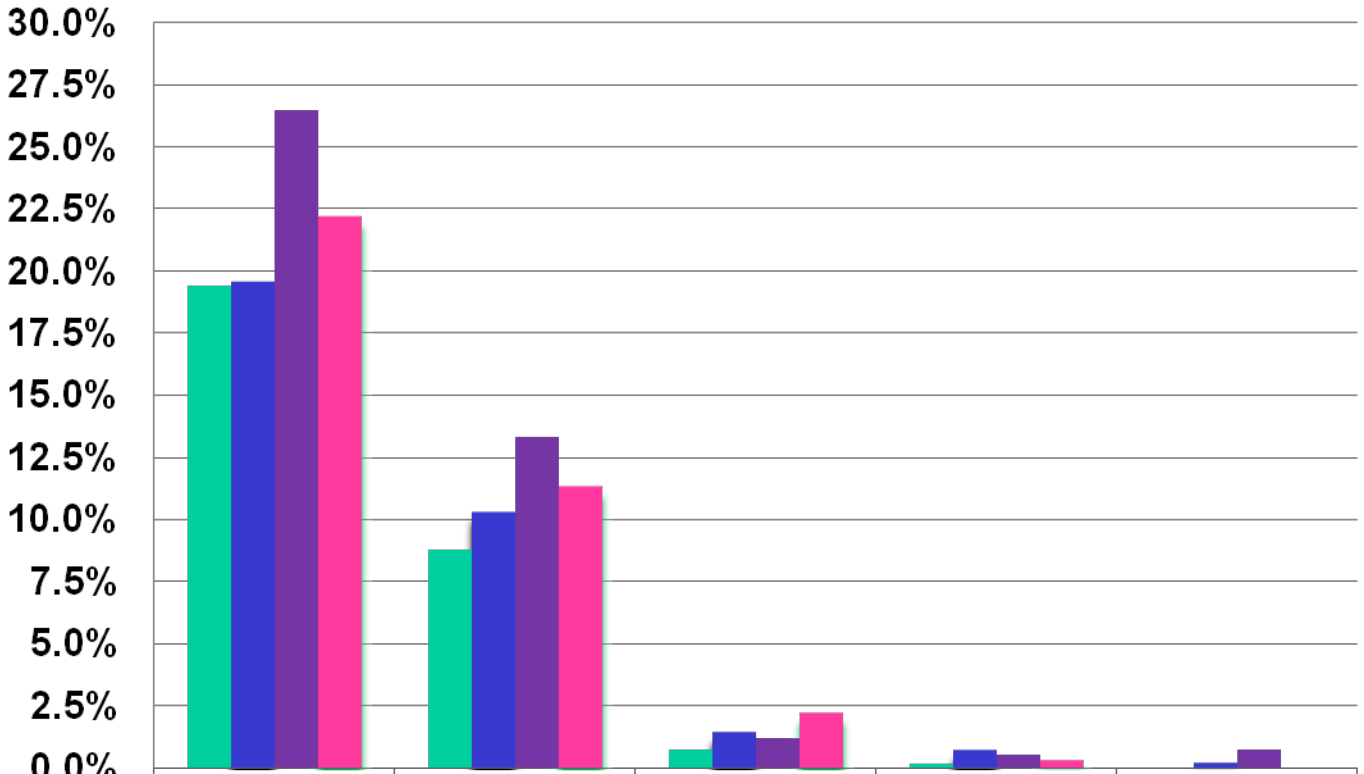
AFCEE Small Business Awards

FY07	
SB Base	$751.9 M
SB	$145.7 M
SDB	$66.5 M
WOSB	$5.5M
HBZ	$1.26 M
SDVOSB	$0



	SB	SDB	WOB	HBZ	SDVOSB
FY07	19.4%	8.8%	0.7%	0.2%	0.0%
FY06	19.6%	10.3%	1.4%	0.7%	0.2%
FY05	26.5%	13.3%	1.2%	0.5%	0.7%
FY04	22.2%	11.3%	2.2%	0.3%	0.0%

Current Programs % of LB/SB primes

Current Programs	Total Contracts	Large	Small	8(a)	SDVOSB	% of Primes
GEITA05	5	3	2	0	0	40.00%
4PAE08	29	15	11	2	1	48.28%
WERC	27	11	10	6	0	59.26%
HERC	20	15	0	5	0	25.00%
DBP03	15	9	0	6	0	40.00%
PCM	1	1	0	0	0	0.00%
ECOS	7	0	7	0	0	100.00%
DBR2	8	4	4	0	0	50.00%
PRESS	4	2	2	0	0	50.00%
ISE&AS	1	1	0	0	0	0.00%
FUELS AE	6	5	1	0	0	16.67%
						100.00

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Important websites

- Brooks City-Base www.brookscity-base.com
- AFCEE Business Opportunities www.afcee.brooks.af.mil/pkv/business.asp
- Central Contractor Registration www.ccr.gov
- AF Mentor-Protégé Program www.selltoairforce.org
- AF Small Business Ctr of Excellence www.selltoairforce.org
- Fed Biz Opps http://www.fedbizopps.gov/
- USAF Interactive Electronic Mall www.selltoairforce.org
- FAR on-line www.arnet.gov/far
- Procurement Tech Asst Center www.aptac-us.org/new/
- Long Range Acquisition Estimate www.selltoairforce.org
- Brooks City-Base SB Office
  - ✓ http://www.brooks.af.mil/library/factsheets/factsheet.asp?id=6307

Please Write Questions On Card To Be Presented At Panel Discussion

(One Question Per Card)

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Contracting Issues

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ECOS09 Contract Information

- **Anticipate award of 5-8 Indefinite Delivery Indefinite Quantity (IDIQ) contracts**
  - ✓ **Set-Aside for Small Business awards**
- **Total number of awards will be based on the quality and quantity of proposals received**

Note: We are still in the market research stage, so the draft RFP contents are subject to change

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ECOS09 Contract Information (cont)

- **Project Locations – Worldwide**
  - ✓ **Emphasis on the Continental United States (CONUS)**
- **Solicitation under NAICS 562910**
  - ✓ **Environmental Remediation Services**
  - ✓ **Provides "best fit" for majority of anticipated contract utilization**
  - ✓ **NAICS size standard – 500 employees**
    - **At time of submittal; firms 500 employees, or less, are considered Small Businesses**

Note: We are still in the market research stage, so draft RFP contents are subject to change

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Milestones

Current

Event	Date
RFI #1	03 Jun08
RFI #2	19 Aug 08
RFI #2 Amendment 1	22 Aug 08
Draft SOW	09 Sep 08
Draft RFP	09 Sep 08
Industry Day	16 Sep 08

Note: We are still in the market research stage, so draft RFP contents are subject to change

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Milestones (cont)

ESTIMATED

Event	Date
Synopsis	Oct 08
Final RFP Release	Oct/Nov 08
Proposals Due	Dec/Jan 08
("est." 42 days from RFP release)	
Contract Awards	Mar 09
Debriefings	Mar/Apr 09

Note: We are still in the market research stage, so draft RFP contents are subject to change

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Audit Considerations

- **FAR 16.104 Adequacy of the *accounting system***
  - **Before agreeing on a contract type other than firm-fixed-price, the contracting officer shall ensure that the contractor's *accounting system* will permit timely development of all necessary cost data in the form required by the proposed contract type**

Audit Considerations (cont)

Accounting System

- ✓ Applies to Prime Only
- ✓ Prime must have an adequate accounting system as determined by DCAA
- ✓ The Prime shall complete the "Prime Contractor Pre-Review Request" on the *ECOS09 website* http://www.afcee.brooks.af.mil/pkv/ecos09/auditregis.asp to initiate an accounting system audit by DCAA
- ✓ DO NOT SUBMIT FINANCIAL DATA WITH PROPOSAL

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Audit Considerations (cont)

- ✓ **Required information needed for audit request**
  - **Firm's Name**
  - **Point of Contact with full contact information**
  - **Location of Accounting Records and Cognizant DCAA office**

- ✓ **Request for audit should be submitted *immediately* upon receipt of the RFP but no later than 15 days after release of the RFP**

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Financial Considerations

- **Financial Capability Risk Assessment**

  - ✓ **FAR 9.103 states that "no purchase or award shall be made unless the contracting officer makes an affirmative determination of responsibility"**

  - ✓ **FAR 9.104 states "to be determined responsible, a prospective contractor must have adequate financial resources to perform, or the ability to obtain them"**

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Financial Considerations *(cont)*

- ✓ **Applies to Prime and CriticalTeaming Partners anticipated to perform 20 percent or more of the proposed effort**

- ✓ **Required information needed for point of contact (POC) information for financial data**
  - **Firm's Name**
  - **Point of Contact with full contact information**
  - **Location of Financial Records and Cognizant DCAA office**

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Financial Considerations (cont)

- **Required POC for Financial data**
  - **The Prime shall complete for self AND Teaming Partners the "Prime Contractor Pre-Review Request" on the *ECOS09 website* http://www.afcee.brooks.af.mil/pkv/ecos09/auditregis.asp**
  - **POC for financial data information shall submitted via the ECOS09 website at the same time as the request for audit, submitted *immediately* upon receipt of the RFP but no later than 15 days after release of the RFP**

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Preparing for ECOS09

- Ensure quality proposals are submitted
- Follow Section L - “Instructions to Offerors”
- Make it easy for the evaluators
  - ✓ To Read
  - ✓ To Find Information
  - ✓ To Compare what you provide to the published evaluation criteria

Note: We are still in the market research stage, so draft RFP contents are subject to change

Preparing for ECOS09 (cont)

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- **Avoid These Proposal Pitfalls:**
  - ✓ **Failure to follow the RFP instructions**
    - **Organization of the proposal**
    - **Inclusion of required information**
    - **Font size**
    - **Page limitations**
      - Utilize page limitations with content which is to be evaluated
        - Recommend not to use pictures, “quotes”, etc.- they are not evaluated and takes up valuable space
  - ✓ **Failure to take evaluation criteria into consideration when preparing the proposal**

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Preparing for ECOS09 (cont)

- ✓ Failure to understand and to demonstrate understanding of requirement
- ✓ Failure to submit your proposal on the required date/time
- ✓ Failure to include all information required in RFP
- ✓ Cost/Pricing portion incomplete/errors
- ✓ Failure to submit Prime's Accounting System and Prime/Teaming Partner Financial POCs info on ECOS09 website at the time RFP is released

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Past Performance Information

- **Ensure past performance information sheets are submitted in a timely matter**
  - ✓ **Section L, 6.4 (b)**
    - **15 days prior to the date set for receipt of proposal**
- **Track and ensure past performance questionnaires are submitted**
  - ✓ **Section L, 6.5 (a)**
    - **Past performance questionnaires(PPQ) rest solely with the Offeror**
    - **Ensure PPQs are received by the Govt by the proposal due date**
    - **Failure to track and ensure completion/submission may result in an "unknown confidence" assessment**

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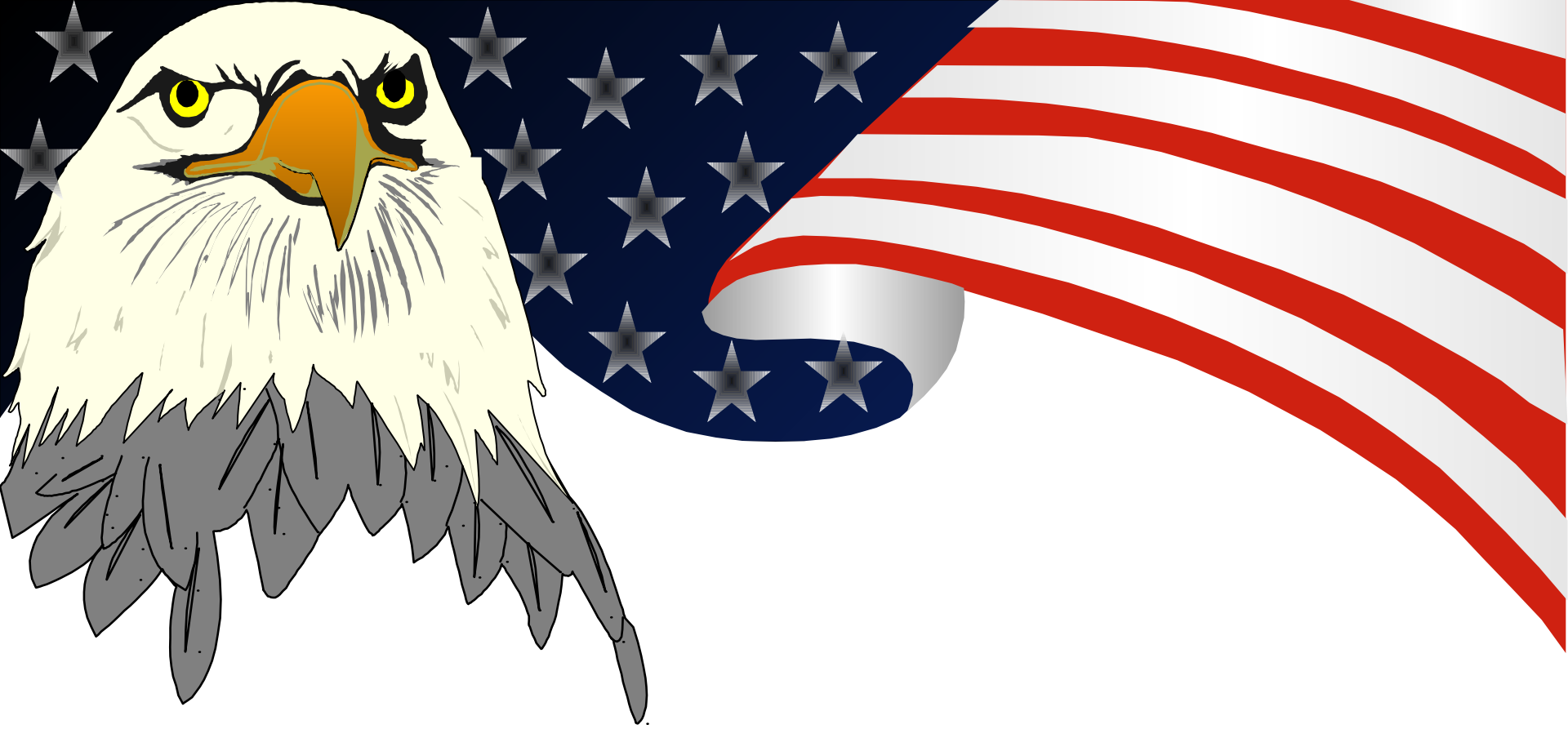
Closing

- ***We are* still in the market research stage, *so* draft RFP contents are *subject to change!***

- ***Direct all correspondence and questions to the Contracting Officer***



Please Write Questions On Card To Be Presented At Panel Discussion

(One Question Per Card)

Headquarters U.S. Air Force

Integrity - Service - Excellence

Marketing Research Synopsis

16 September 2008

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Market Research – RFI #1

- **Request For Information (RFI #0001) issued 03 Jun 08; Responses due 19 Jun 08**
- **RFI Questions referenced: small business interest, capacity to perform, type of acquisition, award process at task order level, SOW improvements, and industry day procedures**
- **Firms responded**
  - ✓ **35 Prime Small Businesses**
  - ✓ **2 Other interested parties (Large Business)**

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Market Research – RFI #1

1. **Would you be interested in submitting a proposal considering the anticipated scope of work items? If not, please explain why?**
   - ***All 35 SB firms responded YES***
2. **a. Can you offer any improvements to the ECOS SOW?**
   - ***14 firms did not respond, 12 firms felt current SOW was adequate, 9 firms had recommendations that were addressed in revised SOW***
2. **b. Do you have sufficient experience with these services such that an evaluator could assess your capability? If not, please explain why.**
   - ***32 firms indicated sufficient experience, 2 firms did not respond, and 1 firm indicated they would have to rely on teaming partners***

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Market Research – RFI #1

2. **c. If so, what evidence could you provided on the capability to effectively and efficiently execute multiple, concurrent scope requirements in geographically disperse locations?**
   - ***12 firms did not respond; the remaining 23 firms overwhelmingly stated that demonstrated past performance was the best evidence***

3. **a. The anticipated range of a Task Order (TO) under ECOS09 is $100K to $2.5M. What is the minimum and maximum dollar value project on which your firm would routinely consider submitting a proposal?**
   - ***Minimum amount ranged from $1K to $500k with 16 firms (46%) agreeing with AFCEE's $100K***
   - ***Maximum amount ranged from $2.5M to $100M with 14 firms (40%) agreeing with AFCEE's $2.5M***

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Market Research – RFI #1

3. **b. What maximum capacity of work can your firm reasonably manage while assuring effective program/project implementation and maintaining quality products?**
   - ***Number ranged from $5M to $400M***
   - ***58% fell between $5M - $100M***

4. **a. In what socio-economic programs do you now participate (e.g. Mentor Protege, Indian Incentive, etc.)? What is the extent of your participation in these programs?**
   - ***17 firms (49%) indicated they actively participated in the Mentor Protégé program***
   - ***16 firms either did not respond or indicated they were not currently participating in a program***
   - ***2 firms responded with other programs***

4. **b. Do you also qualify under any of the sub-categories (8(a), small disadvantaged business, woman-owned small business, veteran-owned small business, HUBZone small business, service disabled veteran-owned small business, and HBCU/MI)?**

- ***35 Small Business fell in the following categories:***
  - ✓ **9 8a**
  - ✓ **7 SDB**
  - ✓ **5 Woman owned**
  - ✓ **1 VOSB**
  - ✓ **5 HUBZone**
  - ✓ **2 SDVOSB**
  - ✓ **0 HBCU/MI**
  - ✓ **17 Only as SB**

Market Research – RFI #1

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5. **a. As stated above the Government anticipates using Price Performance Tradeoff (PPT) source selection process. Could you identify any benefits if full trade off procedures (FTP) were used?**
   - ***20 firms (57%) either had no comment or did not respond***
   - ***4 firms (12%) saw no benefit to using FTP***
   - ***12 firms(34%) were in favor of using FTP***

   b. In your view, what criteria would distinguish one firm's capabilities from another? Please explain.
   - ***15 firms (43%) either had no comment or did not respond***
   - ***20 firms (57%) responded with experience and past performance; other criteria frequently mentioned included, technical capabilities, key personnel, and geographic locations***

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Market Research – RFI #1

6. **AFCEE may evaluate world-wide capability, experience, and past performance as part of any solicitation that might result from this inquiry. Is your company able and willing to perform efforts worldwide? If your capability is limited to an area, please explain what area.**
   - ***33 firms (94%) responded yes; however, 6 firms qualified their answer indicating worldwide coverage would be difficult without a large teaming partner***

7. **a. In your view, how many simultaneous, geographically dispersed task orders should a firm need to show to demonstrate the ability to effectively manage worldwide ECOS09 scope capability and to handle surge requirements?**
   - ***Wide range of responses (2 to 100 projects)***

Market Research – RFI #1

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7. **b. How can capacity be most effectively demonstrated to the Government under a solicitation (e.g. scope/dollar value, numbers of task orders, both, etc.)?**
   - ***Again, a wide range of responses – everything from BOTH are important to capacity shouldn't be a large discriminator; ability to ramp up is more important***
   - ***7 firms did not respond***
   - ***23 firms (66%) included the number and dollar amount of task orders ongoing simultaneously as key factors***

8. **Would your firm participate in this acquisition with other firms as teaming members or joint ventures? What other teaming opportunities do you see for this acquisition?**
   - ***34 firms (97%) responded they would team or JV***
   - ***One firm indicated an LLC was a possibility***

Market Research – RFI #1

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9. **AFCEE is planning to host an Industry Forum/Pre-solicitation Conference in the near future. What format for this event do you think would be most beneficial? What topics would you like to hear discussed and how many people would you want to send?**
   - ***11 firms did not respond***
   - ***15 firms (64% of those responding) felt current AFCEE format used at recent forums worked well***
   - ***Other comments included***
     - ✓ ***Have one-on-one sessions***
     - ✓ ***Limit conference to ½ day***
     - ✓ ***Consider live web-cast***

Market Research – RFI #1

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10. **a. In your view, how should fair opportunity and head-to-head competition be conducted at the task order level?**
    - ***19 firms (54%) either had no comment or did not respond***
    - ***Remaining 16 firms had a wide range of comments***
      - ✓ *All task orders should be competed among all contractors*
      - ✓ *We fully support sole source*
      - ✓ *Eliminate sole source*
      - ✓ *Each task order should be negotiated with an individual firm versus competing between a number of vendors*
      - ✓ *If you bring the work you should be able to execute the work*

    b. Would you support a down-selection mechanism?
    - *23 firms (66%) indicated they would support*
    - *10 firms (26%) did not respond*
    - *2 firms (6%) indicated they would not support*

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Market Research – RFI #1

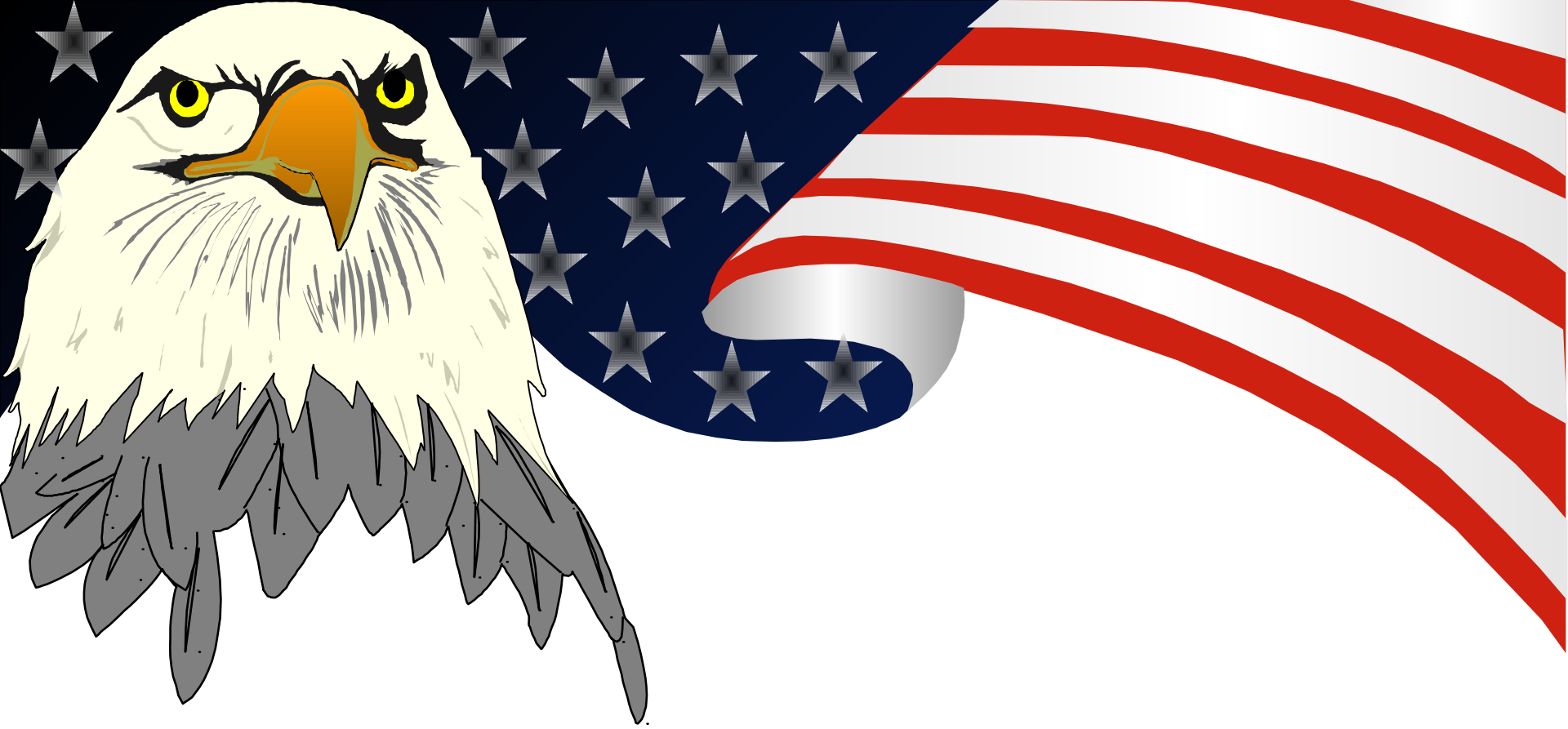
10. c. How would you recommend any down-selection be handled?

- ***9 firms (26%) did not respond***
- ***Wide range of responses from remaining 26 firms (74%)***
  - ✓ ***Continue using fair opportunity***
  - ✓ ***Competing in limited contractor pools***
  - ✓ ***Follow client (end user) desires***
  - ✓ ***Two-phase mechanism at TO level***
  - ✓ ***Based on qualifications, capacity, and ability to complete task***
  - ✓ ***Streamlined technical approach and select winner based on cost***
  - ✓ ***Head-to-head competition at TO level is costly to the contactors and needs to be minimized***

Market Research – RFI #1

U.S. AIR FORCE

11. **Do you have any other comments or suggestions that you would like to share with us?**
    - ***14 firms (40%) had no other comment***
    - ***Many comments of a single, specific nature from remaining 21 firms, many of which should have been addressed with the release of the draft SOW and RFP***



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Panel Discussion

16 September 2008

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Thank you for your attention

We look forward to your participation!